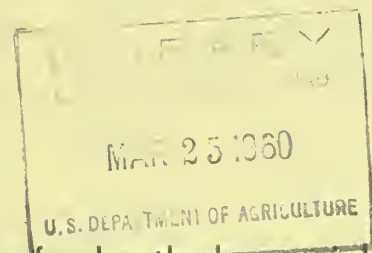


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FOOD PREVIEW



A summary of the ~~food outlook~~ especially designed to give maximum advance information to food editors to help them plan food features.

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Reserve

U. S. Department of Agriculture
Agricultural Marketing Service

March 7, 1960
F P - 35

MEAT:

Production this year is expected to run only slightly larger than in 1959. The increase expected in the first half of the year will be partially offset by reduced output in the last half. Civilian consumption per person is likely to be about a pound less than the estimated 159.6 pounds for last year.

Beef.....Supplies of better grades of beef--which generally move through retail outlets as fresh cuts--continue ample. Outlook for supplies next summer and fall though, is less certain, but a cyclical increase in nonfed cattle slaughter appears likely.

Pork.....First quarter output will be larger than in that same period last year, partly due to the 2% larger fall pig crop. By mid-year, though, production will be somewhat smaller than a year earlier and will continue lower the rest of 1960 if farmers' plans materialize to reduce the spring pig crop by 12%. Per person consumption of pork this year is expected to total about 64 pounds or nearly 4 pounds below 1959.

Lamb.....Since the number of breeding ewes on hand the first of this year was 3% above a year earlier, a slight gain in lamb and mutton output is expected the last half of 1960, compared with a year ago.

POULTRY:

Broiler.....Market supplies beginning around mid-March will reflect the 6% increase in chick placements in January and the February gain of about 5% over a year earlier.

Turkeys.....Producers in January reported plans to raise 6% more turkeys than last year's record 82 million birds. Marketings of live turkeys are expected to run seasonally small over the next several months. Meanwhile, February 1 storage holdings of turkeys stood at 143 million pounds, or 11% below a year earlier.

Eggs.....Production through the flush spring months--and probably beyond--will dip below the 1959 level.

DAIRY: Milk production may show an increase over last year's 124.4 billion pounds. Numbers of milk cows this year may average as high or higher than last year, and a further increase in milk production per cow is likely.

VEGETABLES:

Fresh.....Production this winter is expected to be a little larger than either a year earlier or the 10-year average. Early spring harvest prospects are for substantially less broccoli than a year earlier but slightly more cauliflower. Early spring asparagus acreage is down 6% from last year but mid-spring acreage is up

slightly. Early spring cabbage acreage is also down a little from last year but late spring acreage tends slightly upward. Early spring onion acreage is down 14% and late spring acreage down 6% from last year.

Processed.....Total canned vegetable supplies are somewhat below a year earlier, but supplies of frozen vegetables are about the same. Remaining stocks of sweet corn and spinach are considerably higher than last year's relatively low stocks. But supplies of green peas are about a sixth below last year's, sauerkraut a fourth smaller, tomatoes and tomato products considerably smaller, and asparagus holdings moderately below a year ago. Most of these items, though, were in heavy supply last year. Except for sauerkraut, all major items appear in ample supply.

Among the frozen vegetables, green peas and spinach are in somewhat larger supply than a year earlier but most other items are in smaller supply, with asparagus, lima beans, broccoli, cauliflower and a number of mixed items substantially smaller than in 1959.

Potatoes.....Supplies available into early spring will be considerably smaller than last year's large holdings. Remaining supplies of sweet potatoes, though, are moderately to substantially greater than last year's levels.

FRUITS:

Citrus:

Oranges.....Total U.S. orange crop is estimated at 133 million boxes--3% above previous season and about an eighth above average. But remaining supplies of 1959-crop oranges are smaller than a year earlier. By February 6 production of frozen orange juice ran about 23% greater than last year at that time. And packers' stocks continued larger than a year ago.

Grapefruit....Production is estimated at 42,800,000 boxes--down 2% from previous crop. Nearly half the total crop was harvested by February 1.

Lemons.....Total output estimated at 18,600,000 boxes--7% greater than last season and a sharp 36% above average.

Tangerines....Florida crop estimated at 2,900,000 boxes--only about two-thirds as large as previous season or average.

Limes.....Florida production is placed at 300,000 boxes, or 50% greater than previous crop.

Cranberries...Stocks, in all forms, are about equal to a full year's supply, so supplies will continue plentiful throughout the next several months.

Strawberries..Supplies of fresh berries from the Florida winter crop were temporarily reduced by late January frost. Florida acreage this year is about the same as in 1959.

The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program is cooperating in these food campaigns:

GOOD BREAKFAST MONTH.....March

MARCH EGG MONTH.....March 1 - 31

CEREAL AND MILK SPRING FESTIVAL.....April 1 - 30

IT'S FISH 'N SEAFOOD TIME.....Through April 17

CRANBERRY INDUSTRY PROMOTION.....April 1 - 17

JUNE DAIRY MONTH.....June 1 - 30